

Get Fit Gloucester!

Mass in Motion 2013 Community Report

About Get Fit Gloucester!, a program led jointly by the City of Gloucester Community Development and Health Departments

Get Fit Gloucester!, a Mass in Motion initiative, is working to create a “Fit Friendly Gloucester” by increasing opportunities for Gloucester residents to eat better and move more in the places they live, learn, work, and play. Gloucester is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health’s Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Built Environment - designing vibrant, active neighborhoods for bikers and walkers
- Parks and Recreation - creating safe and inviting places for play and physical activity
- Farmers’ Markets - making local produce affordable and accessible
- Community Gardens - growing food locally
- School Nutrition - offering healthier foods in schools
- Healthy Worksites – creating healthier work environments

Accomplishments

- **5 schools** participating in the Safe Routes to Schools program
- **5 community gardens** are active in 5 schools as part of the ‘Backyard Growers’ and the ‘Food Project’ programs

Obesity Rate: 18.2 – 19.9%

Quote

“Over the past year I’ve seen our hard work finally pay off. Get Fit Gloucester! Is continually increasing opportunities for our local youth to be active and eat healthier.” Stephen Winslow, Sr., Program Manager

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Success Story

On a beautiful Friday evening in September 2013, thousands of Gloucester residents young and old turned out for the grand opening of the "New Balance Track and Field at Newell Stadium". Preliminary plans had been gathering dust until the Gloucester Fishermen's Athletic Association assisted by Get Fit

Gloucester! took the lead in helping to create a private-public partnership that raised the \$4 million needed to construct the project. The new facility has an in-fill turf field that will allow a 10-fold increase in games, practices and class use. The track will allow Gloucester to host meets for the first time in seven years. Brighter lights allow lacrosse and field hockey teams to play safely at night and residents to walk the track in the early evening. Already the Gloucester High School Athletic Department reports an increase in the number of student athletes and Physical Education classes using the facility.

Healthy Eating Highlights

- Through a collaboration with Cape Anne 'Backyard Growers', Gloucester has a school garden at each elementary school that is used in the classroom and for school meals.

Active Living Highlights

- The renovation of Newell Stadium was completed and a ribbon cutting ceremony was held in September 2013. This community backed project helped increase fall sport participation rates and now allows for community access to a brand new track for walking/running.
- Gloucester's first bike lanes were striped and a new bike ordinance was passed.

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Community Partners – Working Together in Gloucester

Gloucester Public Schools, Gloucester Open Space Committee, Senior Services/COA, Food Project, Cape Ann Farmers Market, Backyard Growers, Northeast Health Systems, Gloucester Family Health Center, Healthy Gloucester Collaborative, Gloucester Fishermen's Athletic Association, Gorton's – HR, Gloucester Fishermen's Wives Association, Open Door/Cape Ann Food Pantry, Head Start, Cape Ann Transportation Operating Company, Mayor Kirk, Gloucester Health Department, Gloucester Community Development Department, Cape Ann YMCA, Manchester Athletic Club

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